

Charting Success: Emergen-Sync's Influence on Hospital-Patient Relations

Introduction

As a tertiary private hospital in Kuala Lumpur, Gleneagles Hospital recognizes the significance of patient feedback in delivering optimal care. Measuring patient feedback, particularly regarding prehospital care experiences, is critical for hospitals as it offers vital insights into the effectiveness of emergency services and helps identify areas for enhancement. This feedback not only improves the quality of care delivered but also fosters transparency and trust between healthcare providers and patients, ensuring a seamless continuum of care from the moment of emergency to hospital admission.

Method

To enhance service quality, the emergency department identified the need to prioritize patient feedback, particularly from pre-hospital encounters. The implementation of Emergen-Sync, following a successful pilot study in 2023 and its official launch on February 24, 2024, offered a novel approach to gauge customer satisfaction.

Results

Data collected from January to May 2024 revealed feedback from 91 patients, primarily through ratings of 1 to 5. A comprehensive satisfaction survey is planned for patients who rate 3 or below. Notably, patients overwhelmingly rated the service with 4 or 5 stars, attributing the SMS link's utility in providing logistical information and ambulance usage details. Details shared are parameters such as estimated time of arrival, progress of transfer, staffs involved and completion of transfer. A second text is sent to measure caller's experience once the patient transfer is complete. This transparency enhanced patients' appreciation for pre-hospital care and treatment planning.

Discussion

Patient feedback is essential for Gleneagles Kuala Lumpur, guiding perceptions of service quality and influencing reimbursement models. With patients' singular interactions, the hospital must prioritize professionalism, response capacity, and transport conditions. Feedback serves as a metric to showcase Gleneagles Kuala Lumpur's value to communities, crucial amid heightened scrutiny. As payment models shift, patient perceptions may become pivotal, underscoring the importance of measuring various aspects of hospital encounters for continuous improvement and financial sustainability.

Conclusion

The implementation of Emergen-Sync for measuring customer satisfaction in Gleneagles Hospital Kuala Lumpur's Emergency Department has yielded positive results. Leveraging an SMS link has facilitated communication, providing patients with vital information and improving their overall experience. This innovative approach reinforces the hospital's dedication to exceptional healthcare delivery.